

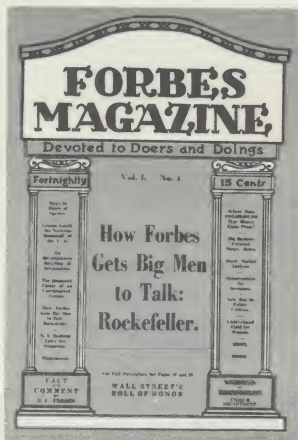
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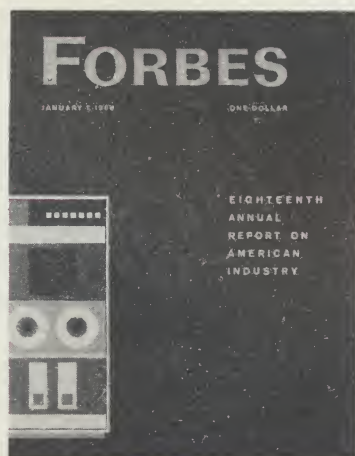
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## FORBES FIFTIETH ANNIVERSARY PORTFOLIO OF INVESTMENT IDEAS AND INFORMATION

In looking over the following summary, you'll see that the reports in this portfolio emphasize ideas and information you can apply immediately to your personal investment program ... no matter how modest or how large.

### 1. "THE JUNIOR BLUE CHIPS" ... High quality stocks with reasonable price tags

This first report focuses on two dozen companies that might be described as "kid brothers" of the GM's, IBM's and GE's. What these aggressive companies lack in size, they more than make up in muscle. So much so that during the past five years they easily racked up gains well above the S&P "500" list.

A good example is U.S. Playing Card Co. It is so deeply entrenched in its \$30 million market that the threat of serious competition just doesn't exist. USP makes some 75% of all playing cards sold ... earns a healthy 15% return on equity ... and has paid dividends every year since 1917!

The report provides tables of assets, sales, growth and profit statistics for USP and 23 other companies with similar high quality attributes. In an additional supplement, a noted FORBES analyst picks his favorites among the "Junior Blue Chips."

### 2. "LIFE INSURANCE STOCKS" ... What every investor should know

Life insurance business has more than tripled in the past twenty years -- climbing to almost \$800 billion on the books by the close of 1964 -- and sending life insurance stocks soaring. Maybe some of the bloom is now faded from this rose, but there's still cause for optimism.

This report spells out the pros and cons -- gives a complete financial picture of forty leading life insurance companies -- and estimates what the future might hold. There are still good buys, but intelligent selection is essential. And a special bulletin by a respected FORBES columnist specifies two life insurance stocks that he believes offer the most potential.

### 3. "MUTUAL FUNDS" ... Which ones are doing best now

The standard method of judging a fund is to look at its growth and earnings over several years -- \$100 invested back then is worth what now? But there's more

# THE FORBES INDEX

Year	Index
1980	100
1981	110
1982	105
1983	115
1984	125
1985	135

## Faces Behind the Figures

These Businessmen Made News Last Month

**Arthur C. Boyer**  
**Boyer's Success in Consulting**  
 Arthur C. Boyer, 52, is a former executive of the General Electric Co. who founded the consulting firm of Arthur C. Boyer & Associates, Inc. in 1978. The firm has a net worth of \$10 million and is one of the fastest growing consulting firms in the country.

**John D. H. Smith**  
**Smith's Success in Real Estate**  
 John D. H. Smith, 55, is a former executive of the General Electric Co. who founded the real estate firm of John D. H. Smith & Associates, Inc. in 1978. The firm has a net worth of \$10 million and is one of the fastest growing real estate firms in the country.

**Robert A. Smith**  
**Smith's Success in Real Estate**  
 Robert A. Smith, 55, is a former executive of the General Electric Co. who founded the real estate firm of Robert A. Smith & Associates, Inc. in 1978. The firm has a net worth of \$10 million and is one of the fastest growing real estate firms in the country.

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## TRENDS & TANGENTS

**For Investors, a Look at the Future**  
 The future of the stock market is uncertain. The economy is slowing down, and the Federal Reserve is raising interest rates. Investors should be cautious and look for opportunities in the long term.

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## INVESTMENT POINTERS

IN BUSINESS & FINANCE

Now High Above?

**Investment Pointers**  
 The stock market is currently at a high level. Investors should be cautious and look for opportunities in the long term. The economy is slowing down, and the Federal Reserve is raising interest rates.

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## THE MARKET OUTLOOK

BY ROBERT A. SMITH

Will History Repeat Itself?

**The Market Outlook**  
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## MARKET COMMENT

By Robert A. Smith

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## TECHNICIAN'S PERSPECTIVE

By Robert A. Smith

In and Out of Favor with the Bulls

**Technician's Perspective**  
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Forbes, January 15, 1985

ALL of these services and more are yours regularly in FORBES. Twice monthly, FORBES will take you behind the scenes to show you important developments in companies (large and small) all across America. It will introduce you to the men originating policies that foreshadow tomorrow's ticker tape action. And it will pinpoint lucrative investment opportunities turned up by the most highly regarded staff of security analysts ever brought together by a single publication.

to it than that. Spectacular performers slow down -- and "sleepers" can come to life. That's why a periodic evaluation of the funds, like this one included in the FORBES Anniversary Portfolio, is sorely needed.

You'll find performance ratings for 300 leading funds, including the no-load funds, calculated by applying a tough, carefully-worked-out set of standards. The long and short term growth record for each fund is graded on a scale ranging from A+ to D, so that you can see at a glance which funds offer the most attractive investment opportunities.

4. "THE TRUTH ABOUT WARRANTS" ... When and why to buy them

When properly understood and used, these twin-edged investment tools can yield spectacular profits, while acting as effective hedges against loss. FORBES tells you what a warrant is -- how it works -- how its value is determined -- and then describes the four vital factors you should consider before purchasing any warrant.

5. "PUTS AND CALLS" ... To protect profits, insure against losses, save on taxes

Once tinged with an evil reputation, puts and calls have since taken their rightful place as an accepted investment practice -- and are becoming used more and more as a form of "hedge." This sensible, clear explanation helps you understand the mechanics of, and uses for, both types of contracts.

6. "FUNDAMENTALS OF CHARTING" ... A useful skill for investors

Maybe charts can't predict the future, but they can provide invaluable insight into price trends, market psychology and other factors influencing stock levels. This 20-page report, an introduction to charting, shows you how to start plotting simple Point and Figure charts -- and how to translate chart information into investment or trading policy. Numerous practical examples are used throughout to illustrate the how-to's and benefits of charting.

\* \* \*

You may have all six of these reports -- at no extra cost -- by subscribing now to the next 24 issues of FORBES (a full year's service) for just \$7.50.

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